LEO BURNETT COMPANY, *Inc.*

Ad No. 320 (Jeweler)—Reg. No. 81242—1 Page—4/C blood—10⅞ x 13⅝ in. Life, Look, 1971 (A)

Printed in U.S.A.

Now cigarette holders come in gold, silver, whalebone, platinum and Parliament.
It works like a cigarette holder works.
The Parliament cigarette holder isn't a precious metal.
But it works.
Just look at its pure white filter. Recessed inside away from your lips. So all you taste is good clean Parliament flavor.
The Parliament cigarette holder. In its own way it's worth as much as the others.

Source: https://www.industrydocuments.ucsf.edu/docs/sxln0003